

PRACTICE AREA: Sales Enablement



Recent growth in the Sales Enablement discipline demonstrates that now over 60% of B2B organizations have established a defined Sales Enablement function to drive repeatable and sustained revenue growth.¹ Put simply, Sales Enablement makes it easier for sales

representatives to sell and for buyers to buy. And that means greater pipeline, accelerated sales cycles, higher close rates and real revenue growth.

Northpoint has real world Sales Enablement expertise and best practices to help you build out a Sales Enablement function or optimize your current Sales Enablement investments. We focus on providing support for:

- Centralized Sales Enablement ecosystem structure – where and how to establish the Sales Enablement function and how to create effective alignment between Sales and Marketing teams.
- Building a sales persona-based skills and competency focused sales training model – providing structure and quantitative metrics to your sales training investments.
- Developing an effective sales onboarding program – accelerating the ramp time to first order and full quota achievement to leverage your investment in new sales resources.
- Creating a buyer centric messaging strategy and sales process given that the average B2B buyer is 57% through the purchase decision before ever engaging with a sales representative. Your collateral and website need to be positioned to support this evolving buyer's journey.
- Implementing an effective Demand Generation waterfall – deliver a higher percentage of Marketing Qualified Leads that your sales representatives want to accept with increased lead conversion and close rates.
- Sourcing best of breed Sales Enablement technology – the growth of the Sales Enablement function has fueled a similar growth in Sales Enablement solutions. Select the right solutions to optimize your investments.

SUCCESS STORY

Situation:

A \$400 million division of a global corporation had sales productivity issues that required the company to continually hire new sales people in order to grow the business.

Challenge:

The existing sales team had been unable to grow revenue, requiring additional personnel to achieve an average 15% annual growth rate—but with escalating costs. This situation contributed to the 19.7% salary rate, as part of SG&A, which was significantly above the benchmark of 12%.

Solution:

The division's go to market model was refocused with the sales force more efficiently aligned along a sales skills and competency model. Additionally, the historical business model that had been in place for 15+ years was redesigned and updated for new market dynamics.

Results:

- Revenue growth rose from 15 to 40% per year.
- Selling costs dropped to 12.4% of revenue.
- Employee and customer satisfaction metrics also improved.

ABOUT

Northpoint Business Advisors



Revenue Growth Experts

Since 1995, Northpoint Business Advisors has been successfully helping companies of all sizes identify new revenue sources. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should too.

We keep abreast of the latest approaches in business solutions, strategy, analysis and operations. This focus enables us to help you get a fresh perspective on what needs to change to optimize your business for accelerated revenue growth.

We are lean and agile, and experts at creating high-performance, on-demand teams. Once your project needs are identified, we will deploy a team of professionals with the highest level of experience. Our company is made up of direct employees, dozens of associates, and over 50 top-level authorities in varying business fields.

High-Value Performance

Northpoint maintains close ties with thought leaders, industry analysts, technologists, researchers, regulators, and key executives at leading market firms. We ramp-up quickly and get expert answers and insights fast. Our "outside-in" perspective extends beyond our organization to assure all perspectives are vetted and sound before they reach your team.

The Northpoint Revenue Growth Commitment

You may be concerned about group think and need a fresh set of eyes to look at your project. Maybe you have a critical project but don't have enough bandwidth on your team to get started. Or maybe you're stuck on a tough problem and can't sort it out. In any case, Northpoint can help. We can be your trusted business advisor and help you and your team achieve successful results quickly and efficiently. That is the Northpoint promise.

Practice Areas

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration

Industry Expertise:

We support our clients across the full spectrum of markets. In addition to our horizontal market expertise, Northpoint provides focused domain and industry expertise in several key vertical market sectors:

- Building Technologies
- Construction
- Utilities
- Renewable Energy
- Healthcare
- Medical Devices
- Life Sciences
- High Technology
- Software
- Water Technologies